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May 20, 1997

	Sales	Retail
1221		1222 25,26
1222		1223
1223		1226 22,26,27
1224		1229
1225		ROM
1226		PC SC
1229		MC PA
1240		
1244		RSM RBM

To: All Retail Representatives With Responsibility For Quick Chek Stores

**RE: Updated Counter Planogram For All Stores
Quick Chek Food Stores (chain ID # 0919-00-00)**

Attached are counter planograms for Quick Chek Stores with the following counter setups:

Island Checkouts (U shaped setups)
Straight Line Setups
Non Self Service Stores

Please note the following:

- In stores with the Island and Straight Line setups RJR Displays are placed at Register # 2 in a "wrap configuration".
- In NSS Stores the RJR Display should be 2 trays (total of 16 facings) at Register # 2.

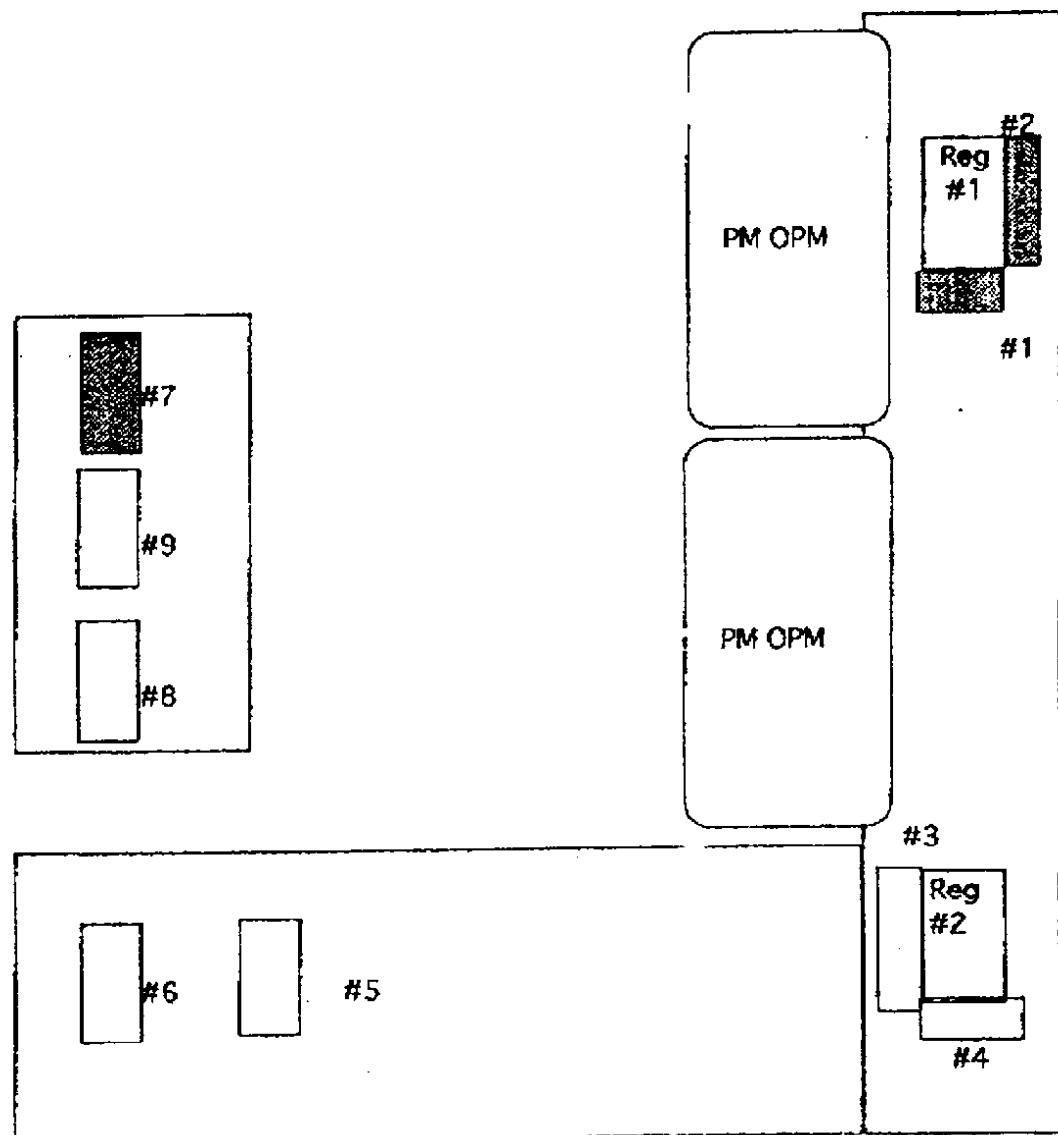
Please use these planograms as you contact stores.

If you have any questions, please call me.

Nick Kuruc

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QC POG for straight Line Checkouts Non Exclusive
POG#4



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 19W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc Only	2 Shelves 4 W	8

Signage:
Marlboro clock w Lit Sign
RJR lit Sign

Marl Ctn Fxt	Total	153
	PM Total	81
	PM %	53%
	Total	25
	PM Total	15
	PM %	60%

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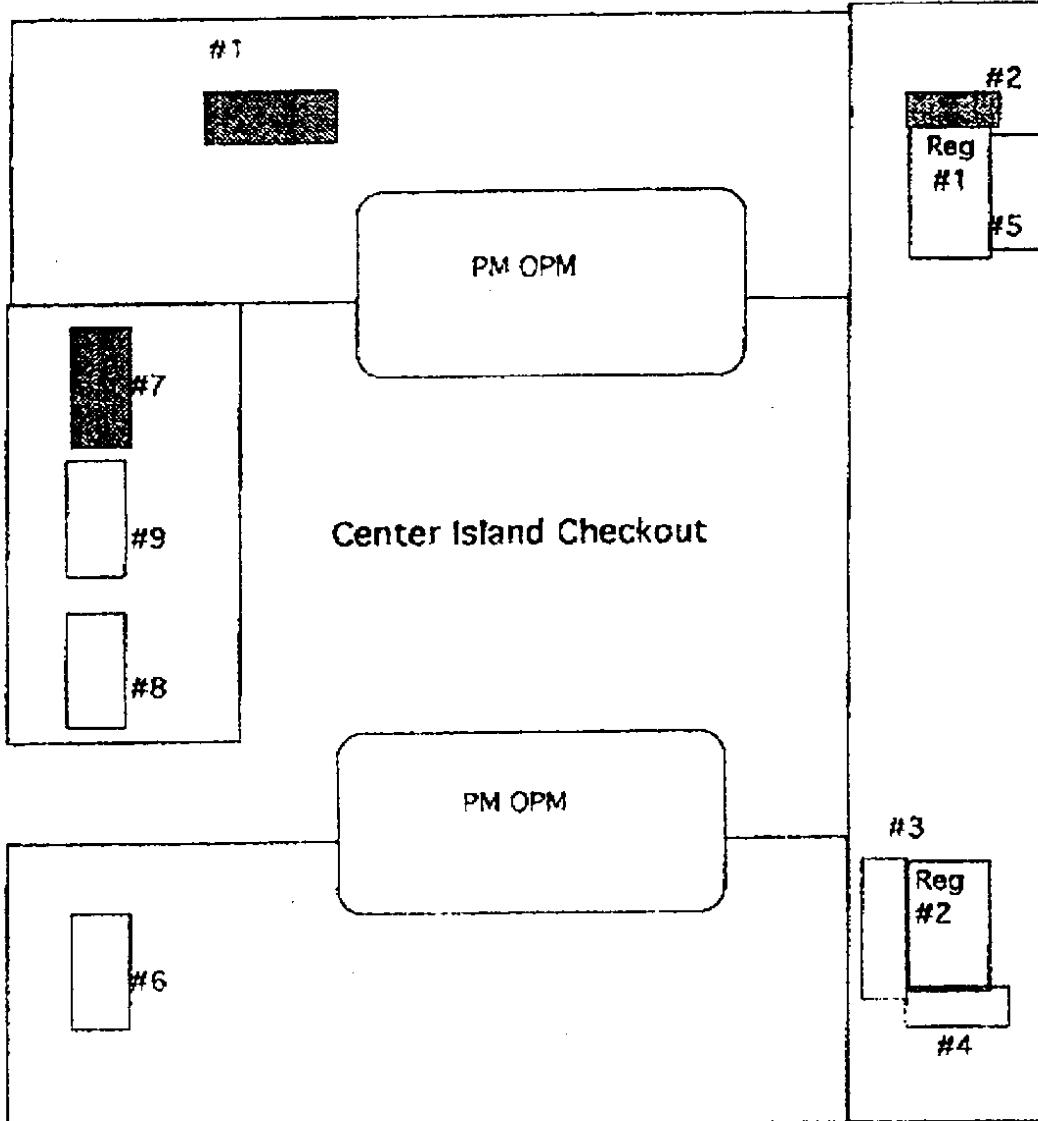
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QC POG for Island Checkouts
Non Exclusive Stores
POG#2



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 9W	27
#3 RJR	1 Shelf BW	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc	2 Shelves 4W	8

Signage:

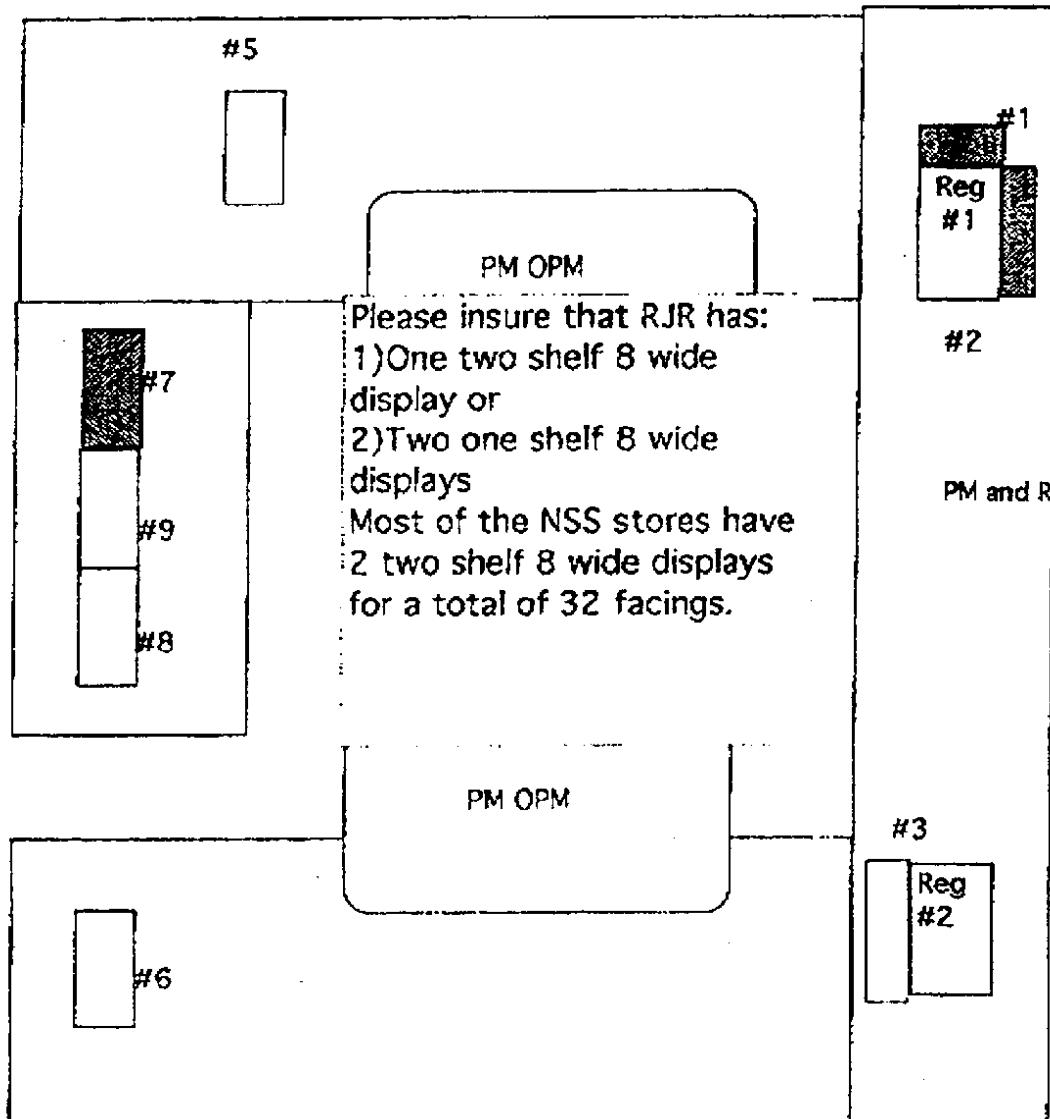
Marlboro clock w Lit Sign

RJR lit Sign

Marl Ctn Fxt	Total	153
	PM Total	81
	PM %	53%
	Total	25
	PM Total	15
	PM %	60%

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QC POG
NON Self Service Stores
NON Exclusive POG #6



PCDS	Shelves	Facings
#1 Marlboro	Lock Box	15
#2 PM Premium	Lock Box	15
#3 RJR	2 Shelf 8 W	16
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	18
#7 Basic Display	3 shelf 8 wide	24
#8 Cour./Doral NSS	4 shelf 8 wide	24
#9 BW Disc Only	2 Shelves 4 W	8

ALL Displays have to be NSS

PM and RJR Displays must be placed first if NSS space is restricted.

Signage:

Marlboro Clock w Lit Sign

RJR Lit Sign

Marl Ctn Fxt	Total	126
	PM Total	54
	PM %	43%

Marl Ctn Fxt	Total	25
	PM Total	15
	PM %	60%

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